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PRODUCT AND SERVICE USERS

Average Weekday and Sunday/ Weekend Newspaper Coverage

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921-5080

PRODUCT AND SERVICE USERS:

AVERAGE WEEKDAY AND SUNDAY/WEEKEND

NEWSPAPER COVERAGE

This is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers.

September 1987

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

INTRODUCTION

How to Read the Tables

The tables presented in this report are derived from a special tabulation of the Simmons Market Research Bureau's 1986 Study of Media and Markets.

Each table shows the level of product or service usage for the category described and average single-issue coverage of the daily and Sunday/weekend newspaper among those users, both for the total United States and for all metropolitan areas.

For example, the first line of figures in the table headed "Men's Apparel" (p. 3) shows that 6.4% of all men report that they have bought an overcoat or topcoat within the last twelve months. On an average weekday, the daily newspaper reaches 69% of these buyers. On an average weekend, the Sunday newspaper reaches 71%. For all Metropolitan Statistical Areas, the average reach of the daily newspaper among buyers is 74%, and the average Sunday/weekend reach is 73%.

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ALCOHOLIC BEVERAGES: DISTILLED SPIRITS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Drink any distilled liquor (net)	50.9%	66%	69%	69%	74%
Drink any whiskey (subnet)	30.9	68	70	70	75
Bourbon	15.8	67	69	70	74
Canadian	17.2	67	69	70	75
Rye or blends	8.9	67	71	69	76
Scotch	11.3	70	73	71	76
Drink other distilled liquors (subnet)	45.7	66	70	69	74
Gin	15.8	69	72	71	76
Rum	20.4	65	68	68	73
Tequila	12.7	62	67	64	72
Vodka	24.9	67	71	69	75
Cordials or liqueurs	20.4	68	72	70	77
Brandy or cognac	13.4	68	71	70	75

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

ALCOHOLIC BEVERAGES: MALT BEVERAGES AND WINES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Drink any malt-based beverage (net)	47.6%	65%	67%	68%	72%
Drink any beer (subnet)	46.4	65	67	68	72
Light/low calorie domestic beer (in cans or bottles)	25.2	66	69	70	74
Regular domestic beer (in cans or bottles)	35.9	64	67	68	72
Regular imported beer (in cans or bottles)	15.4	68	71	70	75
Ale (domestic or imported)	7.6	69	71	70	75
Malt liquor	7.6	58	60	62	66
Drink any wine (net)	48.9	67	70	69	74
Champagne, cold duck and sparkling wines	25.0	69	72	70	76
Domestic dinner/table wine	28.6	70	74	71	77
Imported dinner/table wine	17.5	69	75	71	78
Aperitif and specialty wines	8.6	69	73	71	77
Sangria/pop/party wines	11.2	63	67	66	73
Reduced calorie domestic dinner/table wines	3.6	66	69	66	71
Port, sherry and dessert wines	13.5	70	73	71	76
Vermouth	5.2	70	75	72	78
Wine Coolers	21.9	63	66	66	71
Decision maker for brands of wine or liquor served in home	37.3	68	70	70	75

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

MEN'S APPAREL
(Total Men)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought in last 12 months:					
Any overcoat or topcoat	6.4%	69%	71%	74%	73%
Usually spend $100 or more	3.3	68	73	75	76
Any raincoat or all-weather coat	5.3	75	76	77	79
Usually spend $50 or more	3.6	74	78	80	82
Any winter or all-year suit	11.2	73	75	73	77
Usually spend $200 or more	3.1	77	81	77	82
Any lightweight summer suit	6.3	73	72	72	75
Usually spend $150 or more	2.0	76	76	75	78
Any sport coat or blazer	13.3	74	75	76	78
Usually spend $100 or more	5.7	74	80	74	82
Any heavyweight jacket (not suit type)	10.1	65	68	67	73
Usually spend $50 or more	5.9	67	72	69	76
Any lightweight jacket (not suit type)	13.6	70	68	74	73
Usually spend $25 or more	7.7	74	70	78	76
Any slacks (business, dress)	22.6	74	73	75	76
Usually spend $30 or more	6.8	76	74	76	76
Any dressy, designer jeans	8.7	69	69	72	73
Usually spend $30 or more	2.7	71	68	75	74
Any other jeans	27.4	65	66	68	72
Any regular or dress shirt	26.7	71	71	72	75
Usually spend $25 or more	6.2	69	70	70	72
Any sport shirt	19.3	71	72	73	77
Usually spend $25 or more	3.6	77	77	78	81
Any sweater	13.6	72	71	72	74
Usually spend $30 or more	3.2	72	75	75	79

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

MEN'S APPAREL (continued)
(Total Males)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought in last 12 months:					
Any leather shoes	31.9%	71%	71%	74%	76%
Usually spend $50 or more	13.2	75	75	76	78
Any hiking/climbing boots	3.8	67	70	70	76
Any western/cowboy boots	7.0	61	62	63	68
Any other leather boots	7.4	63	63	67	71
Any sneakers	21.3	66	69	69	73
Usually spend $30 or more	6.6	68	71	70	74
Any canvas shoes	6.8	67	71	70	76
Ski clothes (not boots)	3.0	67	68	70	74
Any swim suit	7.7	72	73	73	76
Any tennis clothing	1.9	74	74	74	76
Any warm-up suit	6.3	71	72	72	75

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

WOMEN'S APPAREL
(Total women)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought in last 12 months:					
Blazer or jacket	22.2%	66%	70%	68%	74%
Usually spend $50 or more	7.5	69	76	71	78
One or more cloth coats	15.9	65	69	68	74
Usually spend $75 or more	6.6	70	73	71	75
One or more raincoats/ all-weather coats	9.7	66	72	68	76
Usually spend $75 or more	2.3	75	78	76	81
One or more dresses	38.8	66	68	68	73
Usually spend $50 or more	12.7	71	74	72	78
One or more pantsuits	8.7	67	66	69	70
Usually spend $35 or more	5.3	71	69	72	72
Skirt suit (two-piece)	11.7	66	70	68	71
Usually spend $75 or more	4.2	72	74	74	78
One or more blouses/shirts	42.4	66	69	68	74
Usually spend $35 or more	10.2	68	71	68	77
One or more skirts	27.4	65	70	68	73
Usually spend $35 or more	3.7	69	74	72	78
Slacks	38.9	66	69	68	74
Usually spend $25 or more	11.7	65	72	66	75
Dressy/designer jeans	17.7	62	68	65	73
Usually spend $35 or more	3.3	61	73	62	76
Other jeans	26.9	61	66	64	72
Usually spend $25 or more	6.7	63	69	65	74
Sweaters	36.3	66	70	68	75
Usually spend $25 or more	13.0	67	74	68	77
One or more T-shirts	19.5	59	66	62	71
Usually spend $15 or more	4.7	62	68	66	74

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

WOMEN'S APPAREL (Continued)
(Total women)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought in last 12 months:					
Any leather shoes	53.4%	64%	68%	66%	73%
Usually spend $35 or more	21.7	68	71	70	75
Any leather boots	13.8	60	65	64	71
Usually spend $75 or more	2.5	62	69	69	74
Slippers	14.9	67	69	68	73
Any sneakers	27.5	64	69	67	75
Usually spend $35 or more	8.7	67	72	73	76
Any canvas shoes	14.2	64	66	65	70
Any brassieres	46.6	65	68	67	72
Usually spend $15 or more	12.6	69	72	69	75
Any girdles	7.1	70	69	73	75
Any slips	18.5	66	69	68	75
Usually spend $15 or more	4.1	69	70	71	74
Any regular panty hose	39.3	63	66	66	71
Any control-top panty house	20.0	66	71	68	75
Any support panty hose	11.9	65	70	66	74
Any regular stockings or hose	5.8	65	68	66	69
Knee-high hose (not socks)	30.7	66	70	69	75
Socks	25.6	62	66	66	71
Panty-top panty hose	8.2	62	66	66	72
Swimsuit	20.2	64	70	66	76
Usually spend $35 or more	3.7	69	76	70	78
Warm-up suit	17.4	63	71	65	75
Usually spend $25 or more	8.0	67	75	66	76

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

APPLIANCES (HOUSEHOLD)
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought in last 12 months:					
Automatic washing machine	5.8%	62%	66%	67%	74%
Separate electric clothes dryer	3.3	59	62	65	70
Vacuum cleaner	5.8	63	65	69	74
Portable room heater	2.4	65	66	67	71
Ceiling fan	5.7	68	71	73	78
Smoke/fire detector	3.3	70	73	74	79
Electric refrigerator	5.2	61	67	65	73
Automatic dishwasher: built-in	1.7	66	71	68	77
Electric stove or range	1.9	68	67	74	73
Electric can opener	3.1	67	72	73	79
Electric blender	1.5	63	63	64	67
Electric food processor	1.7	68	70	73	78
Automatic drip coffee maker	4.4	65	66	67	72

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

AUTOMOBILES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Have current driver's license	82.1%	65%	66%	68%	72%
Own any cars	80.5	65	67	68	72
Decision maker for:					
Any car bought new	25.9	71	73	68	73
One car bought new	22.9	70	72	67	71
Two or more bought new	3.0	78	79	73	77
Domestic car bought new	20.1	72	73	74	77
Sub-compact	3.1	66	75	68	78
Compact	3.5	74	72	76	78
Intermediate	6.2	74	74	75	78
Standard	2.9	75	76	77	80
Luxury	1.3	74	76	76	79
Foreign, import bought new	5.7	69	72	70	76
Car bought new in last two years	12.7	72	73	74	78

AUTOMOTIVE PRODUCTS AND SERVICES
(Total Adults)

Bought or installed in last 12 months:					
New tires for passenger cars	39.3%	66%	68%	69%	73%
Four or more tires	24.8	66	68	64	72
One to three tires	14.5	66	68	66	70
Car batteries	25.1	64	66	68	71
Mufflers	17.4	66	68	69	74
Spark plugs	38.5	64	66	67	72
Shock absorbers	10.9	66	68	69	74
Air filters	48.6	66	68	69	73
Oil filters	51.5	65	67	70	73
Had transmission serviced	11.7	64	67	67	72

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

AUTOMOTIVE: GASOLINE, OIL, ANTI-FREEZE AND CAR RENTALS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Gasoline, diesel fuel usage per week					
20 or more gallons	22.1%	64%	66%	67%	72%
10 to 19 gallons	35.9	66	68	70	74
9 gallons or less	20.0	63	64	66	71
Buy premium leaded	3.3	67	68	69	73
Buy premium unleaded	22.3	68	71	71	76
Buy regular leaded	20.8	60	61	64	68
Buy regular unleaded	48.1	66	68	69	73
Buy motor oil	63.1	63	65	67	72
Buy gasoline additives	15.2	64	65	67	71
Buy motor oil additives	6.6	60	63	65	70
Buy anti-freeze	55.8	63	65	67	72
Use car wax, polish	43.6	66	67	69	74
Car rentals					
Rent car for personal or business reasons	8.3%	72%	76%	73%	79%

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

BEVERAGES: CARBONATED SOFT DRINKS, COFFEE, TEA AND JUICES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Personally drink (total adults):					
Regular cola (not diet)	62.8%	61%	63%	65%	69%
Diet or low-calorie cola	41.3	65	67	69	73
Other regular carbonated soft drinks	52.2	63	64	66	70
Other diet, low-calorie carbonated soft drinks	33.5	65	66	67	72
Use in household (female homemakers)					
Ground coffee (net):	58.6%	65%	68%	67%	73%
Regular (not decaffeinated)	49.2	64	68	67	73
Decaffeinated	23.6	66	68	69	74
Instant or freeze-dried coffee:					
Regular (not decaffeinated)	28.5	63	66	66	72
Decaffeinated	34.5	66	67	68	72
International flavored instant	12.8	65	70	66	74
Regular tea	70.1	64	66	66	72
Instant tea (unsweetened)	25.8	65	68	69	73
Instant iced tea mix	20.2	67	71	69	75
Frozen orange juice	59.0	65	67	67	72
Orange juice in cans, bottles or cartons	47.8	62	65	65	71
Tomato, vegetable juices	48.0	65	67	68	73
Herbal tea (bags or packages)	29.3	64	67	66	71
Bottled natural spring or mineral water	13.5	65	68	68	71

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

CAMERAS, BINOCULARS, PROJECTORS AND FILM PROCESSING
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought still camera in last 12 months	17.8%	67%	68%	70%	73%
Spent $100 or more	5.7	72	73	74	77
Movie camera ever bought	6.4	74	74	75	78
Binoculars, field glasses ever bought	10.8	73	73	75	78
Movie projector ever bought	6.0	73	74	75	78
Slide projector ever bought	5.2	75	76	76	79
Send or take out film for processing (net)	51.2	66	68	69	74
Use drug store	22.6	66	68	69	74
Use food store	6.0	67	72	70	76
Use camera store	6.6	69	72	70	76
Use mail order	5.6	65	69	68	76
Use discount store	9.2	65	67	68	73
Use department store	4.3	63	64	67	71
Use photo drive-in	5.9	67	70	67	72
Use 1-hour photo lab	6.8	67	71	69	76

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

DINNERWARE, FLATWARE
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought in last 12 months:					
Sterling silver flatware	2.0%	61%	66%	65%	73%
Stainless steel flatware	5.4	66	68	68	72
Crystal	5.0	70	71	72	74
Glassware (not crystal)	6.2	64	66	69	73
Fine china	2.6	69	71	69	73
Everyday china	3.8	71	73	72	77
Stoneware dinnerware	4.4	67	69	73	76
Other dinnerware	3.5	61	63	64	68

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

DRAPERIES, CURTAINS, TOWELS, LINENS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Bought in last 12 months:					
Ready-made draperies, curtains	8.9%	67%	69%	70%	74%
Spent $50 or more	5.4	72	75	74	80
Custom draperies, curtains	2.9	72	73	73	76
Spent $250 or more	1.4	77	78	77	78
Window shades/blinds	10.0	67	71	70	75
Spent $50 or more	4.4	72	76	73	78
Towels	25.9	67	68	69	73
Spent $25 or more	11.3	71	74	73	77
Sheets, pillowcases	26.8	66	70	69	75
Spent $25 or more	15.3	69	73	71	77
Comforters, quilts	10.3	66	70	68	76
Spent $50 or more	4.4	69	74	70	79
Electric blankets	5.0	68	66	70	73
Spent $50 or more	1.5	76	74	77	77
Other blankets	7.0	66	68	69	74
Spent $25 or more	3.4	67	73	69	76
Tablecloths and napkins	13.4	68	71	69	75
Spent $25 or more	4.6	74	77	75	78

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

ELECTRONICS: STEREO, TELEPHONES, CALCULATORS, TYPEWRITERS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Ever bought:					
Compact or console stereo	14.1%	69%	69%	71%	74%
Portable walkabout radio/player	10.2	67	71	71	76
Separate components when purchased:					
Stereo receiver/tuner/amplifier	11.1	67	69	69	72
Separate stereo tuner	5.7	69	72	70	75
Separate stereo amplifier	5.3	68	71	70	75
Stereo speaker(s)	11.3	67	72	70	76
Turntable	11.2	69	72	71	76
Cassette deck	8.3	66	71	69	75
CD player	2.0	73	74	75	76
Telephones ever bought:					
Cordless telephone	8.1	68	73	71	77
Telephone from company store	10.2	65	67	68	71
Telephone from retail store	15.3	66	70	69	75
Telephone answering machine	4.8	67	72	68	76
Bought in last 12 months:					
Pocket programmable calculator	13.1	65	67	67	71
Pocket non-programmable calculator	13.5	67	70	69	75
Desk top calculator	6.2	66	70	67	74
Electric portable typewriter	2.2	71	76	73	81
Own home, personal computer:	10.7	68	72	70	76
Software bought in past 12 months:					
1 to 3 programs	3.4	68	70	68	72
4 or more programs	2.1	71	77	71	80

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

FAST FOOD, DRIVE-IN, FAMILY AND STEAK HOUSE RESTAURANTS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
All users	86.1%	64%	65%	67%	71%
Number of times past 30 days:					
Heavy (10 or more times)	28.4	66	68	69	73
Medium (4 to 9 times)	30.1	65	66	67	71
Light (3 times or less)	27.6	62	62	66	69
Types visited:					
Cafeteria	16.8	66	68	71	77
Fast food, drive-in	64.9	63	65	71	76
Family restaurant	44.2	66	67	68	74
Steak house	27.8	67	68	70	73
Theme restaurant	10.0	67	71	68	76
Other restaurants	18.8	67	69	69	75
Chains or franchises visited:					
Arby's	15.0	66	69	68	73
Big Boy	10.6	67	67	68	71
Bonanza	10.1	67	67	70	73
Burger King	41.9	64	67	67	72
Dairy Queen	17.5	64	64	67	71
Denny's	13.3	68	72	69	74
Dunkin' Donuts	9.1	68	72	70	74
Domino's Pizza	9.2	65	67	66	71
Hardee	17.3	62	61	67	70
Kentucky Fried Chicken	29.1	62	64	65	70
Long John Silver	13.0	63	64	66	72
McDonald's	53.8	64	66	67	71
Pizza Hut	28.8	64	66	67	73
Ponderosa Steak House	12.2	70	72	70	76
Red Lobster Inns	13.8	68	71	70	76
Sizzler Family Steak House	10.9	65	67	67	71
Taco Bell	17.8	61	66	63	70
Wendy's Old Fashioned Hamburgers	27.5	66	68	69	73

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

FINANCE: BANKING AND INVESTMENTS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Have account at commercial bank:					
Non-interest checking account	30.4%	67%	68%	69%	74%
Interest bearing checking account	15.1	70	71	72	75
Savings account	23.9	68	69	70	75
Six-month savings certificates or CDs	5.3	72	71	74	77
Long-term savings certificates	5.4	72	73	73	78
Insured money market account	5.5	74	74	74	78
Line of credit account	5.6	70	73	72	78
Auto loan	7.5	70	72	71	79
First mortgage	5.5	67	70	71	77
Personal loan	7.5	66	68	69	74
Have account at savings bank or savings and loan association:					
Non-interest checking account	6.6	65	67	67	72
Interest bearing checking account	9.8	71	74	72	76
Savings account	18.7	71	72	73	76
Six-month savings certificates or CDs	5.2	74	73	75	76
Long-term savings certificates	6.8	75	73	76	78
Insured money market account	4.8	75	75	76	79
First mortgage	9.3	75	77	76	80
IRA	18.4	74	76	75	79
Automatic teller card	9.9	72	76	72	78

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

FINANCE: CREDIT CARDS AND SECURITIES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Own any credit cards:	57.9%	70%	72%	71%	76%
And used any last 3 months	37.3	71	74	73	77
And used any last 30 days	30.7	74	75	73	78
Card(s) owned:					
Gasoline credit card	19.7	73	76	75	79
Telephone credit card	11.9	72	75	73	79
American Express (green)	5.7	72	78	72	78
MasterCard	21.7	73	76	74	78
Visa	26.3	73	76	74	78
Other bank credit cards	2.3	71	70	75	75
J. C. Penney	22.1	72	74	73	78
Montgomery Ward	10.7	68	73	69	77
Sears	29.2	71	74	72	78
Other department store credit cards	23.7	73	78	74	80
Total value of self-purchased securities:					
Under $10,000	15.1	71	72	73	77
$10,000 or more	12.0	75	76	76	79
Have account with stockbroker, brokerage firm	7.6	76	81	77	83
Money market funds at a bank	7.1	76	75	76	80
Money market funds at brokerage firm	2.8	75	76	76	80

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

FINANCE: INSURANCE
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Have homeowners or tenant's insurance	55.7%	68%	69%	71%	75%
Less than $25,000	11.4	59	59	62	65
$25,000 - $49,999	12.9	66	65	70	72
$50,000 or more	31.4	72	75	74	79
Have medical, hospital or health insurance	70.2	66	67	69	73
Place of work or union	46.2	67	70	70	75
Through an agent	3.8	65	65	71	76
Direct from insurance company	5.8	68	67	72	76
Member of prepaid health care program	7.3	69	72	70	75
Have life insurance	58.3	66	68	70	74
Less than $10,000	19.2	63	63	68	70
$10,000 - $29,999	17.2	66	68	69	74
$30,000 or more	21.9	69	73	72	77
Have life insurance through an agent	11.9	67	70	71	77
Have vision care insurance	4.4	68	71	70	75
Have insurance against loss of income	4.2	71	71	75	78
Have dental insurance	10.6	69	73	72	78
Have personal liability insurance	5.3	70	72	73	77

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

FOOD: GROCERY EXPENDITURES AND CENTS-OFF COUPONS
(Female Homemakers)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Any major food shopping last 4 weeks	75.5%	63%	65%	65%	70%
5 or more times	18.9	67	67	69	72
4 times	23.7	65	66	66	71
1-3 times	32.9	60	62	62	68
Amount spent in average week:					
$40 or less	27.9	56	56	58	62
$41 - $70	37.6	62	65	65	70
$71 or more	34.5	65	69	68	74
Use any cents-off coupons	65.4	65	69	68	74
Cents-off coupons from newspapers	52.7	67	71	69	75
Cents-off coupons from magazines	37.4	66	69	68	75
Cents-off coupons from mail	42.1	67	71	67	75
Cents-off coupons in/on packages	36.7	65	70	67	74

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

FOOD: CEREALS, VEGETABLES, RICE, FRUITS, PASTA AND PIZZAS
(Female Homemakers)

Use in household:	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Any cold cereals	84.4%	62%	65%	65%	70%
Any hot cereals	64.5	63	65	66	71
Pork & beans/baked beans (in jars or cans)	71.1	62	64	65	70
Rice	80.3	63	65	65	70
Canned spaghetti and macaroni products	36.3	61	64	63	69
Frozen pizzas	49.8	63	65	66	72
Spaghetti sauce (in jars or cans)	61.6	63	67	66	72
Canned or jarred fruits	76.7	63	66	67	71
Frozen potato products	53.4	63	67	67	73
Frozen vegetables (not potatoes, corn on cob)	67.1	65	68	67	73
Mexican food & ingredients	45.7	61	65	63	69

FOOD: SNACKS AND CRACKERS

Saltines, flavored snack crackers, graham crackers	83.7	63	65	66	71
Potato chips	76.1	62	65	65	71
Corn and tortilla chips/snacks	58.6	62	65	66	71

Source: Simmons Market Research Bureau,
198[illegible] Study of Media & Markets

FOOD: DAIRY PRODUCTS, SPREADS, COOKIES AND DESSERTS

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
All Adults (Personally use):					
Frozen yogurt	13.3%	64%	66%	67%	70%
Yogurt (not frozen)	32.6	65	67	67	72
Female Homemakers (Use in household):					
Butter	58.0	61	64	64	70
Jams and jellies	82.3	62	65	65	71
Peanut butter	84.6	62	65	65	71
Cream cheese	60.8	66	68	68	72
Cottage cheese	60.6	65	66	67	71
Diet or low calorie American/ pasteurized process cheese	18.2	67	70	69	75
American/pasteurized process cheese (not diet)	71.7	63	66	66	72
Natural cheese (other than American)	54.3	64	68	66	72
Spread cheese	24.0	68	70	70	73
Margarine	78.5	62	65	65	70
Non-dairy cream substitute	23.7	64	65	68	72
Ice cream, ice milk, sherbet	84.3	62	65	63	70
Frozen dessert pies, cakes, pastries	35.3	66	69	70	75
Whipped topping (cream type)	60.8	64	63	67	72
Dry cake mixes	64.2	63	66	66	72
Flavored gelatin desserts	67.5	65	67	68	72
Frozen waffles	30.1	66	71	68	75

Source: Simmons Market Research Bureau, 1986 Study of Media & Markets

FOOD: SOUPS, MEAT, FISH, DRESSINGS AND CONDIMENTS
(Female Homemakers)

Use in household:	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Any dry soup/lunch mix or bouillon cubes	50.5%	66%	69%	68%	74%
Canned soup	83.3	62	65	65	70
Frozen main courses (casseroles or entrees)	35.8	65	69	67	73
Frozen complete dinners (TV dinners)	38.0	63	64	66	71
Frozen prepared seafood	35.9	65	69	67	74
Canned tuna	81.9	63	66	66	71
Complete package prepared dishes (with macaroni, noodles or spaghetti)	47.2	62	65	66	71
Unsliced ham (plastic wrap)	43.4	63	65	66	71
Frankfurters and wieners	78.3	62	64	65	70
Cold cuts (packaged or fresh-cut)	78.2	62	65	66	71
Pork sausages	59.7	62	65	65	71
Bacon	78.1	62	65	65	71
Mayonnaise or mayonnaise-type salad dressing	86.3	63	65	66	71
Liquid prepared salad dressing	72.7	64	66	67	72
Dry mix salad dressing	30.7	64	69	66	73
Salad or cooking oil (excluding olive oil)	83.7	63	66	66	72
Prepared barbecue or seasoning sauce	71.4	64	68	67	73
Catsup	86.2	62	65	65	70
Mustard	83.3	63	66	66	71

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

FURNITURE, CARPETING AND FLOOR TILE
(Total Adults)

Bought in last 12 months:	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Recliner chair	6.1%	67%	68%	71%	76%
Spent $250 or more	3.3	71	73	74	79
Sofa bed/convertible	3.7	65	69	68	74
Spent $250 or more	2.4	66	72	68	76
Other living room furniture	9.7	64	66	68	72
Spent $500 or more	4.6	68	71	73	77
Mattresses (excluding box springs)	4.5	63	67	68	73
Beds	8.7	67	67	69	74
Spent $250 or more	3.9	69	71	72	77
Other bedroom furniture	5.6	64	66	67	73
Spent $500 or more	2.2	66	70	68	78
Dining room furniture	4.8	65	68	67	73
Spent $500 or more	1.9	70	78	71	79
Lawn/porch furniture	6.0	68	71	71	76
Wall-to-wall carpeting/ room-size rugs	8.9	70	72	72	77
Vinyl flooring	4.4	69	69	71	75
Other flooring/tile	2.6	65	75	68	78

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

HEALTH CARE PRODUCTS, ORAL HYGIENE PRODUCTS, OVER-THE-COUNTER REMEDIES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Wear prescription eyeglasses	51.7%	67%	68%	70%	74%
Wear contact lenses	13.4	63	68	66	73
Use:					
Breath freshener	51.3	62	63	66	69
Denture cleansers	18.9	64	62	68	69
Mouthwash	62.2	63	63	67	70
Toothpaste	94.5	61	64	67	70
Use:					
Antibiotic creams & ointments	27.1	64	66	67	72
Topical antiseptics	36.8	65	66	68	72
Athlete's foot remedies	16.8	65	66	69	71
Cold and allergy remedies	62.7	63	65	67	71
Cough drops	39.7	63	65	68	72
Headache remedies, pain relievers	83.1	63	65	67	71
Indigestion aids, upset stomach remedies	55.2	63	64	67	70
Nasal sprays	18.5	66	66	68	72
Pain relieving rubs and liquids	36.5	63	63	67	69
Sore throat products	43.1	66	66	67	71
Vitamin capsules, tablets, liquids	46.7	66	68	69	72

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

HOME IMPROVEMENTS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
In last 12 months:					
Had any rooms painted	27.0%	68%	71%	71%	75%
Interior wall paint:					
Latex or water base	22.4	69	71	72	76
Oil base	2.7	66	68	70	72
Had outside of house painted	13.5	70	72	72	76
Latex or water base paint	7.6	72	73	74	76
Oil base paint	3.5	71	73	73	76
Stain	1.5	66	69	70	78
Bought in last 12 months:					
Outdoor deck/porch/patio	2.0	72	74	74	79
Outdoor/exterior siding	1.6	65	69	70	78
Wall paneling	3.1	66	68	70	72
Roofing	4.2	67	70	71	75
Thermal windows	2.6	67	72	68	76
Wallpaper	10.2	69	72	72	77
Kitchen cabinets	2.5	67	69	71	74
Kitchen countertops	2.8	67	71	70	75
Kitchen sinks	2.4	67	70	71	75
Bathroom plumbing fixtures	6.1	70	73	72	78
Indoor lighting fixtures	6.8	72	73	75	79
Outdoor lighting fixtures	2.8	70	73	71	76
Hot water heater	4.8	65	68	68	74
Insulation for ceiling, floor or wall	4.1	68	71	70	76

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

HOUSEHOLD SUPPLIES: SOAPS, DETERGENTS, CLEANERS, DEODORIZERS AND PAPER PRODUCTS
(Female Homemakers)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Soaps and detergents for regular laundry	88.7%	62%	65%	65%	70%
Soaps and detergents for fine fabrics	53.5	66	69	68	73
Laundry boosters, pre-soaks and pre-cleaners	.4	65	68	67	74
Bleach	77.9	63	65	66	71
Fabric softeners	66.1	64	67	67	73
Automatic dishwashing detergent	35.3	69	74	71	78
Household cleaners (including kitchen and bath)	82.3	63	66	65	71
Oven cleaners	50.5	62	65	66	71
In-bowl toilet cleaners	49.1	63	66	66	71
Floor wax and polish	33.3	64	66	67	72
Furniture polish	76.2	64	67	67	72
Air freshener sprays and room deodorizers	57.7	64	66	67	71
Rug deodorizers and fresheners	33.7	62	65	65	71
Rug cleaners and shampoos	36.2	65	67	68	72
Facial tissues	77.9	64	67	66	72
Paper towels	86.4	62	66	65	71
Plastic garbage bags and trash can liners	59.8	62	66	66	72
Plastic type kitchen wraps	73.4	65	68	67	73
Aluminum foil	87.5	62	65	65	71

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

JEWELRY AND LUGGAGE
(Total Adults)

Bought in last 12 months:	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Men's new wristwatch (digital face)	7.6%	62%	62%	65%	67%
Women's new wristwatch (digital face)	5.8	62	62	65	68
Men's new wristwatch (dial face)	5.0	63	66	68	73
Women's new wristwatch (dial face)	6.6	70	70	73	75
Women's diamond ring	3.8	62	68	68	75
Gold jewelry (not filled or plated)	9.3	71	73	74	78
Other jewelry and gems (not costume)	5.4	69	73	72	78
Luggage or baggage	13.2	70	72	73	77
Spent less than $50	5.8	66	68	70	74
Spent $50 - $99	3.8	70	73	73	77
Spent $100 or more	3.6	76	77	78	82

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

LEISURE ACTIVITIES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Entertainment:					
Went to movies last 90 days	32.5%	66%	69%	68%	72%
Went to movies last 30 days					
Twice	7.5	66	71	68	73
Three or more times	8.7	64	67	66	69
Last 12 months, went to:					
Live theatre performance	12.4	74	76	74	78
Concert-classical	4.7	75	76	76	80
Concert-rock	12.0	65	68	66	72
Theater/concert once	7.8	66	70	68	73
Theater/concert 2-3 times	10.3	69	71	70	73
Theater/concert 4 or more times	9.1	69	71	72	76
Participation in last 12 months:					
Adult education courses	7.3	70	71	72	75
Card games	27.2	67	68	70	74
Coin collecting	3.5	68	71	72	78
Cooking for fun	26.5	65	69	68	74
Indoor gardening and plants	23.8	66	69	68	75
Needlework	14.9	65	68	68	74
Outdoor gardening	31.8	67	69	71	76
Painting, drawing, sculpting	6.5	65	67	68	72
Photography	11.6	69	73	72	77
Woodworking	7.3	69	70	72	76

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

PET OWNERSHIP, PET FOOD USAGE
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Own one or more dogs:	37.5%	63%	64%	67%	72%
Use canned dog food	16.3	66	66	68	72
Use packaged moist dog food	11.3	65	66	69	72
Packaged dry dog food	28.1	63	64	68	72
Dog biscuits or treats	22.3	67	69	70	74
Own one or more cats:	25.8	63	64	66	70
Canned cat food	13.0	65	67	67	71
Packaged moist cat food	9.6	64	67	67	72
Packaged dry cat food	17.1	64	66	67	72
Use flea and tick care products for dogs and cats	31.2	65	66	69	73

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

POWER EQUIPMENT AND TOOLS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Items owned					
Garden tiller	10.1%	64%	62%	69%	71%
Garden tractor	4.2	66	64	72	71
Riding tractor-type lawn mower	9.7	66	65	70	74
Gas/walk-behind mower	30.3	68	69	72	76
Electric/walk-behind mower	3.6	69	72	70	74
Electric drill	32.1	69	70	72	76
Electric router	8.2	72	70	74	76
Gas chain saw	14.2	65	65	70	74
Electric chain saw	4.9	70	69	72	73
Portable electric circular saw	19.4	68	69	71	75
Portable electric jig/sabre saw	15.8	70	70	73	76
Stationary radial/arm saw	4.5	70	71	73	77
Bench/table circular saw	6.2	69	70	72	75
Stationary drill press	4.8	73	72	77	78
Stationary jig/sabre saw	2.5	69	72	73	77
Electric sander	16.5	70	72	73	77
Snow blower	7.7	75	76	77	80

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

PUBLIC ACTIVITIES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
In last 12 months:					
Voted in federal, state or local election	35.8%	71%	72%	73%	77%
Wrote to magazine or newspaper editor	4.7	69	70	72	74
Wrote or phoned radio or TV station	5.6	66	67	71	73
Wrote to elected official	5.3	73	77	75	80
Wrote something that was published	2.1	74	73	76	74
Visited elected offical	2.6	67	71	71	76
Addressed public meeting	4.0	76	77	76	80
Active in local civic issue	3.9	74	77	74	81
Worked for political party or candidate	1.8	75	78	75	82
Fund raising	5.7	72	74	75	79
Worked as a non-political volunteer	8.6	71	73	73	77
Memberships:					
Church board	5.8	68	67	69	71
Business clubs	3.1	72	73	73	77
Union	7.3	73	73	75	78
Fraternal orders	5.2	75	74	76	78
Religious clubs	2.9	77	79	79	81
Civic clubs	2.0	75	75	74	77
Veterans' clubs	4.1	73	69	77	74
Country club	2.5	72	70	75	74
Health club	5.0	69	74	71	77
Enviromentalist organization	1.5	74	75	76	77

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

OWNERSHIP OF RECREATIONAL ITEMS
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Canoe (not inflatable)	2.0%	69%	75%	71%	80%
Inflatable boat	2.5	68	70	72	74
Outboard power boat	4.3	69	70	71	75
Rowboat (not inflatable)	2.6	71	70	76	79
Towable trailer or camper	3.3	68	66	70	72
Swimming pool above ground	2.8	70	74	72	78
Swimming pool in ground	2.7	74	74	74	76

OWNERSHIP OF SPORTING GOODS
(Total Adults)

Bicycle	17.6%	67%	69%	70%	75%
Bowling ball	10.7	72	73	73	75
Fishing rod--fresh water	19.8	64	65	69	72
Fishing rod--salt water	6.9	67	68	69	72
Golf clubs--irons	9.7	75	77	77	80
Golf clubs--woods	9.3	75	77	77	80
Jogging or running shoes	12.2	68	74	70	77
Rifle for hunting	9.7	63	62	68	70
Shotgun for hunting	10.2	64	62	69	73
Target gun	3.4	69	70	71	75
(Snow) skis	5.4	68	74	70	78
Ski boots	4.7	68	74	70	77
Water skis	2.2	66	71	68	74
Tennis racquet	12.1	68	73	71	77
Tent/camping equipment	10.4	64	68	67	73
Stationary bicycle	6.5	73	77	75	80
Weightlifting equipment	7.0	69	73	70	77

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

SPORTS, PHYSICAL FITNESS PROGRAMS AND OUTDOOR ACTIVITIES
(Total Adults)

Participated in last 12 months:	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Aerobics	8.2%	63%	69%	66%	75%
Bicycling	13.6	66	69	68	73
Bowling	17.3	67	69	69	73
Camping trips (overnight)	11.8	65	68	67	73
Fishing, fresh water	14.8	63	63	68	70
Fishing, salt water	4.8	66	67	68	73
Golf	11.5	72	73	75	77
Hiking	7.5	68	69	70	73
Hunting	7.9	60	59	68	69
Ice skating	2.9	69	76	74	79
Jogging	12.5	65	67	68	72
Physical fitness program in home	17.6	68	71	71	75
Physical fitness program out of home	14.9	66	70	68	74
Power boating	6.3	70	70	71	74
Racquet ball	5.6	65	70	69	74
Sailing	3.5	70	73	72	76
Skiing, downhill	4.2	68	71	69	73
Swimming	28.1	67	70	70	75
Tennis	8.7	67	70	69	74
Water skiing	4.1	65	70	67	72
Weight training	6.2	66	72	69	76

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

TELEVISION EQUIPMENT AND SERVICES
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Currently Own:					
One TV set	33.4%	56%	56%	60%	63%
Two TV sets	36.8	65	66	68	72
Three or more TV sets	28.0	70	72	72	76
Video cassette recorder/player	28.1	68	71	70	75
Amount spent for TV set:					
Under $100	26.2	62	63	66	69
$100 - $299	47.3	64	66	67	72
$300 - $499	43.4	66	68	69	73
$500 & over	41.6	66	66	69	72
Type of TV set:					
B&W floor model	2.7	62	63	65	68
B&W table model	26.5	64	65	67	71
Color floor model	37.8	66	66	69	72
Color table model	58.8	66	68	69	73
Bought last 12 months:					
Any cassette tapes or discs	20.0	69	73	72	78
TV set	24.7	66	67	69	73
Blank VCR tape	19.0	70	74	72	78
Rented last 12 months:					
Any pre-recorded VCR tape	25.0	65	69	69	75
Subscribe to Cable TV	44.4	69	71	72	76

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

TOBACCO: CIGARETTES, CIGARS AND PIPES

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Adults:					
Smoke cigarettes:	32.3%	61%	62%	65%	68%
Heavy user (30 or more per day)	5.8	63	64	65	70
Medium user (20 to 29 per day)	10.1	61	63	65	70
Light user (19 or less per day)	16.3	60	61	65	67
Smoke filter cigarettes	28.5	61	63	65	69
Smoke non-filter cigarettes	2.4	59	55	65	64
Smoke low tar cigarettes	19.5	62	64	66	70
Menthol filter:	11.3	60	61	64	67
100 mm or more	6.7	60	61	62	67
85 mm or less	5.6	60	59	65	65
Non-menthol filter:	19.9	62	63	66	70
100 mm or more	11.4	62	63	67	70
85 mm or less	10.6	59	62	64	68
Males:					
Smoke regular size cigars	3.2%	71%	67%	76%	75%
Smoke cigarillos, little cigars	1.9	64	64	62	67
Smoke pipe tobacco	3.3	65	69	68	76
Use chewing tobacco	5.5	56	54	68	69
Use snuff (smokeless tobacco)	3.5	59	52	66	63

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

TOILETRIES: BEAUTY AIDS, COSMETICS AND PERSONAL PRODUCTS
(Total Women)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Use:					
Blusher	64.8%	62%	66%	65%	71%
Eye liner	42.0	60	65	63	70
Eye shadow	55.9	61	66	64	71
Facial moisturizers	57.1	63	66	66	71
Foundation make-up	56.7	63	66	66	72
Lipstick or lip gloss	78.1	63	65	65	70
Mascara	58.2	61	65	64	71
Nail polish	61.7	62	66	65	71
Loose face powder	24.4	64	65	67	70
Pressed face powder	27.1	64	67	66	71
Cologne	60.1	64	67	67	72
Perfume	46.7	58	62	61	67
Toilet water	7.4	67	69	69	72
Feminine hygiene douches	34.5	58	62	61	68
Sanitary pads or napkins	20.2	56	61	61	68
Tampons	36.4	59	65	61	70

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

TOILETRIES: HAIR CARE, SKIN CARE AND SHAVING PRODUCTS

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Total Adults:					
Hand and body cream, lotion or oil	68.1%	63%	64%	66%	70%
Medicated skin care products	33.8	62	64	65	70
Deodorants or anti-perspirants	91.8	63	65	67	71
Shampoo	90.5	63	64	66	70
Creme hair rinse, conditioners	53.0	61	63	64	69
Hair sprays	43.1	63	64	66	70
Disposable razors	48.9	62	65	66	71
Electric and battery shavers	22.4	67	67	70	72
Razor blades	38.9	63	65	66	71
Shaving cream or gel	41.2	64	66	68	72
Men:					
After-shave lotion or cologne	49.8	67	66	70	72
Hair tonic or dressing	21.3	66	65	71	73
Women:					
Cleansing creams or lotions	56.0	63	66	65	71
Depilatories	16.8	62	66	64	70

Source: Simmons Market Research Bureau, 1986 Study of Media & Markets

TRAVEL: DOMESTIC TRAVEL (TRIPS OF 100 MILES OR MORE ONE WAY)
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Took one or more trips last 12 months:	50.3%	69%	70%	71%	75%
One trip	16.1	67	68	71	75
Two-three trips	17.3	69	71	70	75
Four or more trips	16.8	70	71	73	77
Reason for trips:					
Business for self	8.1	71	73	73	78
Vacation	30.8	70	71	72	76
Personal (not vacation)	20.5	67	69	70	75
Number of airline round trips:					
One	9.1	69	72	71	74
Two	3.9	71	76	72	79
Three or more	4.3	76	78	77	81
Traveled by scheduled plane	16.4	71	74	73	77
Traveled by charter plane	1.8	71	75	73	78
Stayed at any hotel/motel	42.8	69	70	73	77
One-three nights	15.5	65	66	67	72
Four-nine nights	12.7	72	74	73	79
Ten or more nights	13.8	71	73	74	77
Purchased travelers checks	14.3	72	74	74	78
$750 or more	4.7	74	77	76	80
$450 to $749	4.1	73	77	75	81
Less than $450	5.5	69	70	72	74
Used travel agent	11.8	72	74	74	78

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets

TRAVEL: FOREIGN TRAVEL
(Total Adults)

	Percent of Total Population	Total U.S. Daily	Total U.S. Sunday	All Metros Daily	All Metros Sunday
Own currently valid passport	10.5%	73%	70%	71%	74%
One or more trips past 3 years:*	15.3	72	74	73	77
Any business trip for self	1.7	74	75	76	78
Any vacation trip	7.5	73	76	74	79
Any personal trip (not vacation)	4.0	70	72	72	75
Mode of transportation:					
Scheduled plane	9.9	73	75	74	78
Charter plane	2.3	72	74	74	79
Cruise ship	1.8	75	79	75	81
Number of trips by plane:					
One round trip	6.5	70	72	70	75
Two or more round trips	7.0	73	75	76	78
Destination:					
Canada	4.1	75	78	77	81
Mexico	2.8	66	70	67	72
Hawaii	2.6	74	76	74	78
United Kingdom	2.1	77	77	79	82
Used travel agent	9.3	74	76	75	79

*Includes travel to Alaska, Hawaii, Puerto Rico and U.S. Virgin Islands.

Source: Simmons Market Research Bureau,
1986 Study of Media & Markets